

Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.



6257

1938

TIME OF SHIPMENT

Roots will be shipped after April 1st to June 1st, earlier shipments will not be guaranteed . . . Plants will be shipped after May 15th to June 15th. All retail orders shipped prepaid.

DERRING-DO



Dahlias

Visitors Always Welcome to Our Gardens

RECEIVED

FEB 23 1938

LOCATED:

U. S. Department of Agriculture

One mile east of town, center along State Highway No. 29, to and up Glenside Avenue, first left driveway end.

REFERENCES:

The First State Bank, Scotch Plains, N. J.
 Westfield National Bank, Westfield, N. J.
 American Dahlia Society
 New Jersey Dahlia Society
 National Commercial Dahlia Growers Association, Inc.

TERMS: CASH

(Stamps not accepted)

Orders are filled in rotation; ordering early will insure the reservation of varieties that may be sold out . . . Substitutions are not permitted unless so ordered by customer. All tubers and plants are GUARANTEED true to name, and their arrival in good growing condition.

FREDERICK E. DIXON

DERRING-DO

Scotch Plains, N. J.

(WEstfield 2-3215)



**THIS IS THE RESULT OF FOLLOWING THE
DERRING-DO DAHLIA GUIDE**

Still the Best to Date

Price 25 cents



"Dear Sir:

Two years ago I bought your collection No. 1 and I wish (at this rather late day) to thank you for your generosity in substituting some very fine expensive roots in place of those you could not supply as listed in the group. You were kind enough to substitute Jane Cowl, Saxon Chief, Harry Mayer, and other and in accordance with the slogan of the National Association of Commercial Dahlia Growers I want to say THAT I RECEIVED MORE THAN A "Square Deal." In view of your very generous treatment toward a casual buyer whom you never saw or heard of before, it is needless to say that I will be glad to tell others to deal with Derring-Do for an honest and "Square Deal."

Very sincerely yours,

Otta M. Waeterling,
1392 Boston Rd. New York City."

"Dear Mr. Dixon:

I am again reading your Dahlia Guide, very interesting. I believe if all our customers could be induced to have a copy, it would be helpful to us all, especially the cuts on how to plant. Plants, it seems, too few understand, they don't get them deep enough.

D. Paul Wickersham,

MAD RIVER GARDENS,
Urbana, Ohio."

"Dear Mr. Dixon:

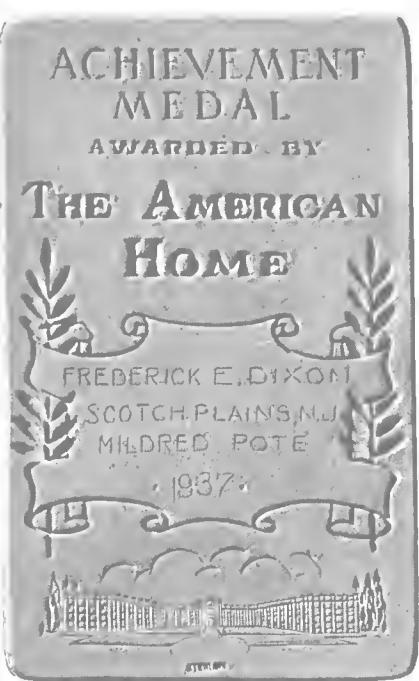
Another thing you have issued one of the finest books on dahlia growing I have ever seen and I guess I have seen most of them. By that I mean that for Mr. Average Man it just simply cannot be bettered. Just why some of the other growers have not taken it up and issued it from your rights I fail to understand. Surely it would be well worth all the royalty they have to pay. I know if I were in a position to do so I would not hesitate a minute as it gives a service that you and I and others like us have had to experiment and work with, until we secured the results desired.

M. J. Reynolds,
REYNOLD'S DAHLIA GARDENS
Royal Oak, Mich."

1938 PRICE LIST 1938

DERRING-DO 1938 NOVELTIES

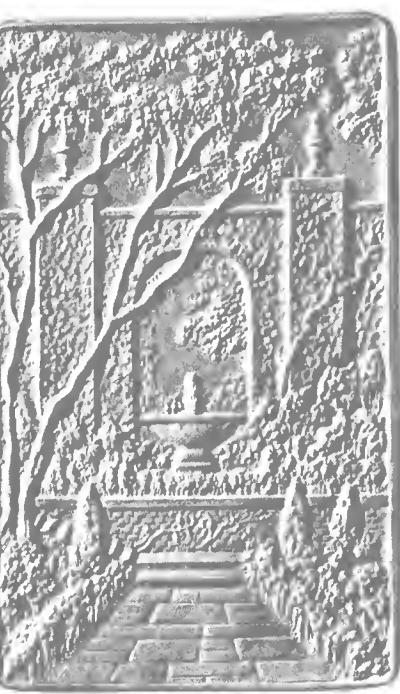
THIS YEAR'S AMERICAN HOME ACHIEVEMENT MEDAL WINNER AND 2 HONOR ROLL DAHLIAS RESPECTIVELY



MILDRED POTE (I. D.)

Here it is, the BEST big new Dahlia of the year, The American Home Achievement Medal Winner. A 12" or better phlox-pink, informal decorative, an early and prolific bloomer with a tight center all the while. Petals of exceptional substance, exceptional facing, exceptional stem, exceptional plant habit. A DAHLIA OF NO REGRETS to any one.

Root \$15.00 Net Plant \$5.00
4 Plants \$15.00



BOBBY CARROLL (F. D.)

This startling red Dahlia was a runner-up to the Achievement Award — a huge rolled-back-petal decorative, the back of which is yellow portraying in effect a huge bitter-sweet coloring. What a plant! Some Dahlia!

Root \$10.00 Plant \$5.00

MILDRED POTE

DERRING-DO FEATURES

COLOR COLLECTIONS, ROOTS and PLANTS (Names)

(Collections in plants one half the root price except the first group.)

(These collections have been very carefully selected for their ruggedness as well as color-range and have been compiled to suit present financial conditions.)

\$2.50 Net Roots only

1. Satan	\$.75
2. Rockley Moon	.50
3. Mr. Geo. Castleton	.25
4. Elkridge	.50
5. Jean Trimbee	1.00
6. Jane Cowl	.50
7. Roycroft	1.00
8. Nat. Gem	.50
9. Monmouth Champ.	.50
10. Clara Barton	.75
11. Mrs. I. de VerWarner	.25
12. Marg. W. Wilson	.25

\$10.00 Net

1. Mrs. Geo. Le Boutilier	\$ 1.50
2. Golden Standard	1.50
3. Fort Monmouth	.50
4. Jersey's Dainty	1.00
5. Jean Trimbee	1.00
6. Sultan of Hillcrest	1.00
7. Col. Lewis	1.00
8. Forest Fire	1.50
9. Clara Barton	.75
10. Derring-Do Bouquet	2.00
11. Judge Seabury	2.00

\$5.75

\$5.00 Net

1. Man O' War	\$ 1.00
2. Rockley Moon	.50
3. Mr. Geo. Castleton	.25
4. Mrs. John C. Metzger	1.00
5. Jean Trimbee	1.00
6. Autumn Moon	1.25
7. Nat. Gem	.50
8. Monmouth Champion	.50
9. Clara Barton	.75
10. Mrs. I. de VerWarner	.25
11. City of Cleveland	1.00

\$15.00 Net

1. Murphy's Masterpiece	\$ 2.00
2. Lord of Autumn	1.50
3. Fort Monmouth	.50
4. Jersey's White Beauty	3.00
5. Hunt's Velvet Wonder	1.50
6. Sultan of Hillcrest	1.00
7. Classic	2.50
8. National Gem	.50
9. Forest Fire	1.50
10. Clara Barton	.75
11. Pride of Austinburg	3.00
12. Bob Plus	.50

\$18.25

Color Key:

1.—Red; 2.—Yellow; 3.—Maroon; 4.—White;
5.—Purple; 6.—Autumn; 7.—Pink; 8.—
Flame; 9.—Lavender; 10.—Mauve; 11.—
Blend.

A SOIL TESTING \$5.00

How can you be sure of treating your soil correctly if you do not know the proportions of its ingredients?

Soils tested by me include:—

State of Alkalinity; Acidity; Phosphorus; Nitrate; and Potash, with recommendations for improvement.

AMERICAN DAHLIA SOCIETY

The BULLETIN of the society is published quarterly and contains valuable information on Dahlia growing. It is sent free to every member, plus two tickets to the their Annual Show. Dues \$2.00.

Write:

C. LOUIS ALLING, Secy.
251 Court Street,
West Haven, Conn.

GENERAL LIST

LARGE SIZE DAHLIAS (Type A, over 7 inches)

	Plants	Roots	Plants	Roots
Adda Patterson, S.C., White	\$.50	\$.50	Black Knight, I.D., Dark maroon	\$.50
Alice Whittier, S.C., Primrose-yellow	.50	.50	Countess of Lunsdale, C., Reddish-salmon	.25
Ambassadore, C., Yellow, buff and amber	.50	.50	Derring-Do-Bouquet, C., Burnt-orange	2.00
Amelia Earhart, S.C., Coral	.75	1.50	Farnott, C., Aster-purple, tipped white	.50
America's Sweetheart, I.D., Immense yellow	1.25	2.50	F. W. Fellows, C., Chamois-orange	.50
American Triumph, C., Bright oriental red	.50	.50	Ian, C., Yellow and reddish-pink	.50
Amy Bartley, I.D., Light-yellow, large	.50	.50	Jean Keer, F.D., White	.25
Autumn Moon, F.D., Light golden-yellow	.75	1.25	Jersey's Dainty, C., White	.50
Bauer's Ideal, I.D., Fire-red	1.00	2.00	Mr. Geo. Castleton, I.D., Dark-maroon	.25
Black Knight, I.D., Dark maroon50	Olive Robinson, C., Bright med-pink	.75
Chas. G. Reed, F.D., Purple-red50	Rotfeuer, Str.C., Bright scarlet	.50
City of Cleveland, I.D., Scarlet & orange	.50	1.00	Watching Brau, C., Bright-red-yellow	1.50
Col. Lewis, F.D., Mulberry-rose50	Watching Jewel, C., White	2.50
Clara Carder, I.D., Cyclamen-pink	1.25	2.50	36-26, F.D., Yellow	5.00
Classic, I.D., Very light flesh-pink	1.25	2.50	Gretel, C., Carneol-orange	.75
Clara Barton50	Glorious, D., Raspberry-red on white	.25

MEDIUM SIZE DAHLIAS (Type B, 4 to 7 inches)

	Plants	Roots	Plants	Roots
Black Knight, I.D., Dark maroon50	Garnet Ball, Garnet-red	\$.25
Countess of Lunsdale, C., Reddish-salmon	1.00	2.00	Jayseedee, Light-violet speckled red	.50
Derring-Do-Bouquet, C., Burnt-orange50	King of Shows, Deep Buttercup-yellow	.50
Farnott, C., Aster-purple, tipped white50	Mary Helen, Canary-yellow	.50
F. W. Fellows, C., Chamois-orange50	Maud Adams, Shell-pink	.25
Ian, C., Yellow and reddish-pink50	Purple Ball, Light-purple	.50
Jean Keer, F.D., White50	Silver Quarta, Lavender	.50
Jersey's Dainty, C., White50	Velvet Wonder Ball (New)	1.00
Mr. Geo. Castleton, I.D., Dark-maroon25	1939	
Olive Robinson, C., Bright med-pink75		
Rotfeuer, Str.C., Bright scarlet50		
Watching Brau, C., Bright-red-yellow	1.50		
Watching Jewel, C., White	2.50		
36-26, F.D., Yellow75		
Gretel, C., Carneol-orange	1.25		
Glorious, D., Raspberry-red on white25		

BALL DAHLIAS

	Plants	Roots
Garnet Ball, Garnet-red	\$.25	\$.25
Jayseedee, Light-violet speckled red	.50	.50
King of Shows, Deep Buttercup-yellow50
Mary Helen, Canary-yellow50
Maud Adams, Shell-pink25
Purple Ball, Light-purple50
Silver Quarta, Lavender50
Velvet Wonder Ball (New)	1.00	2.00

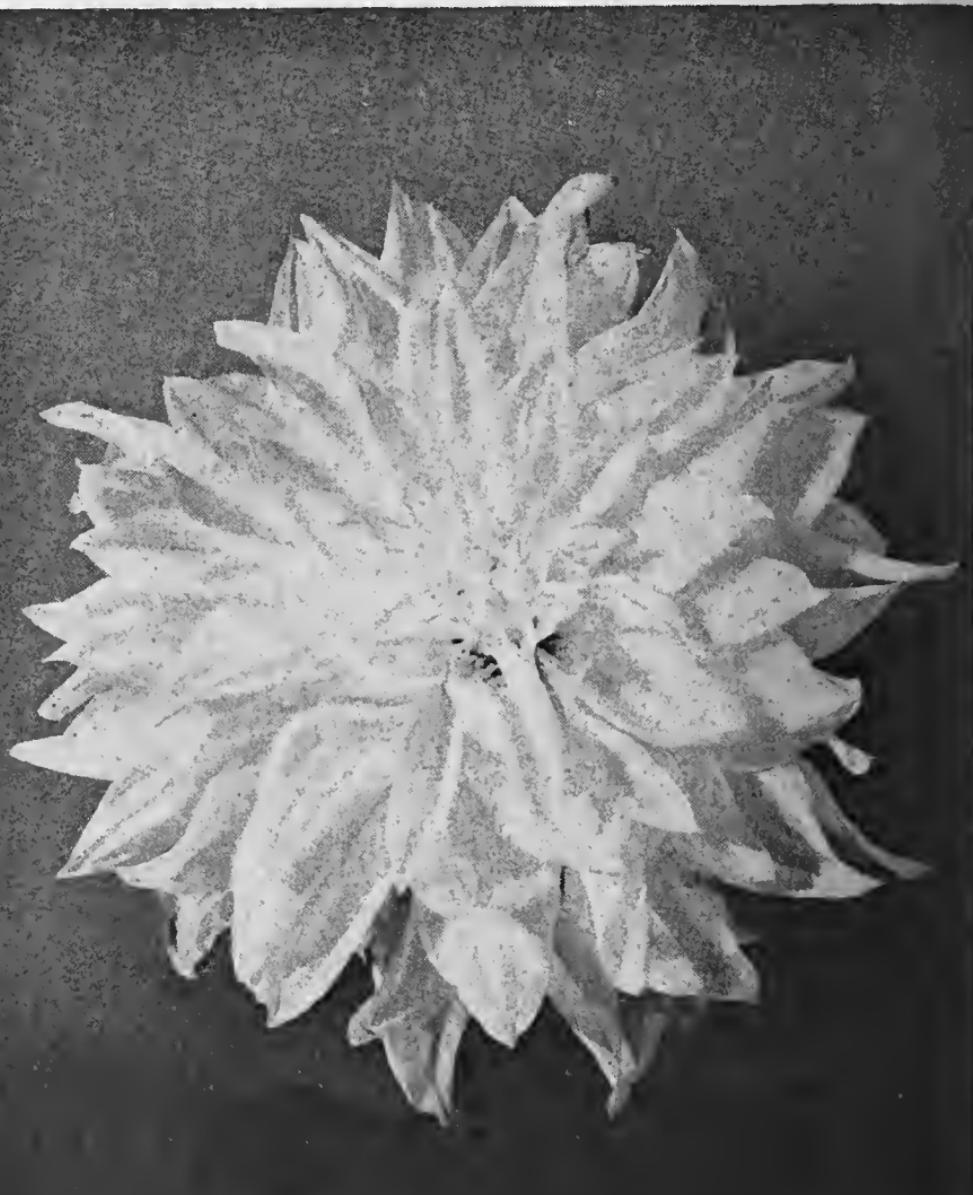
COLLARDET DAHLIAS

	Plants	Roots
Geant DeLyon, Velvet-maroon, cream collar	\$.50	\$ 1.00
Erika, Deep Crimson	.50	.75
Scarlet Queen, Light-scarlet with collar50
yellow75

SINGLE DAHLIAS

	Plants	Roots
Maid of Orleans, White25
Pink Century50
Scarlet Century50
Tango Century50
Dahlia dell Century, White75
Sarah Holser, Apple-Blossom pink25
36-25, Red, New this year50
36-28, Red, " "50
36-51, Buff, " "50
36-52, Bi-color, white & wine, new this year50
36-53, Old-rose, new this year50

DERRING-DO IN 1937



SINCERITY (I.D.)

Plants \$2.50

Roots \$5.00

Write-ups:

Own:—Regardless of all dahlias of this color and class I know of none that beats it and my judgment dates back 11 years to Primula Rex, The Lemonade, Eagle Rocks, etc., up to now, including Amy Bartley and Palo Alto which are very new. SINCERITY is a very light sulphur-yellow flower with excellent long and strong stem, not clumsy but strong enough to stand being held out horizontally and revolving without bending, or snapping at the head. The foliage is dark green and leathery, growth is very good and flowering early—at no time, even late, does it show an open center, its a 10 inch bloom 3 to 4 deep.

The House & Garden:—“Sincerity (Dixon) is a very pale sulphur-yellow and has distinction,—and again it is a flower that you like.”

The Flower Grower:—“Sincerity, pale sulphur-yellow with broad petals . . . It is so pale that under artificial light it looks white. It is one of those flowers that you like if you like this particular color: and I over heard considerable favorable comment of the general public looking at the flower.”

PRODUCTIONS OF 1936



"CLASSIC"

From THE ATLANTIC TO THE PACIFIC

Quote:

From James Kennedy, former Kennedy & Sons, Red Bank, N. J.: "For peat's sake where has he been keeping this dahlia—why haven't we heard more about it—what a dahlia."

From H. Lodge, La Mesa, Calif.: "My main reason for writing is to state that your 'CLASSIC' is quite equal to its name, a tall clean grower and the bloom a real beauty; superior to any I have grown of its color."

From Dr. S. S. Shattuck, Everett, Mass.: "CLASSIC was one of the finest in my garden last season (1936). Wish I had more stock of it."

Mr. Hart stated in his "Dahlia Review" the following: "It was the best novelty in the 1933 Brooklyn Show and not since the introduction of Marg. Wilson in 1924 has such a distinctive pastel shade been shown. The color is warm, very definite but very light pink, almost flesh color. Unlike some pastel shades it is attractive in full sunlight and under artificial light as well. An outstanding grower."

At the A. D. S. Trial Grounds at Storrs, it won a CERTIFICATE OF MERIT and was "The most out-standing superb growth."

Plants \$1.00

Roots \$2.50

RETURN POSTAGE GUARANTEED

